

U-M Expert Urges Federal Action On Cigarettes

ANN ARBOR—It is time we stopped treating the cigarette industry as if it were some kind of villain and cigarette smokers as fools who have death wishes.

So says Ross J. Wilhelm, associate professor of business economics in the University of Michigan Graduate School of Business Administration, who points out that despite government-required warnings on each pack, cigarette sales set a record again last year.

"This increase in consumption was in the face of an additional government report which purported to demonstrate that cigarette smoking causes a wide variety of diseases," he adds.

"It is time that the government stops wasting our money and personnel on ineffective measures designed to reduce smoking. We do not need any additional reports or additional warnings or so-called educational campaigns if the government is serious about wanting to reduce the number of deaths associated with smoking," he said.

"It is time that the government recognized the fact that it is going to be far easier to discover and remove the harmful ingredients from cigarettes than it is to persuade the American public to stop smoking."

"It is time for the government to devote some of the huge amounts of money going into research toward finding out what, if any, are the harmful ingredients in cigarettes and how to remove them economically—while still retaining the flavor of the cigarettes."

Furthermore, Wilhelm adds, "It is time we stopped treating the cigarette industry as if it were some kind of villain and cigarette smokers as fools who have death wishes. The public and especially the cigarette smokers have been informed of the probable consequences of smoking and it is obvious that further statistical studies and educational campaigns will fall on deaf ears."

"People are going to smoke and if the death rate is to be minimized it is time to change the cigarette and to forget about changing the smoker."

Past educational efforts have had some effect, admits Wilhelm, an ex-smoker. Many individuals have switched from cigarettes to cigars and pipes. However, he points out, the trend appears to have come to an end and cigar sales were down the last two years from the 1964 peak.

The trend in switching to pipes in the wake of the surgeon general's report in 1964 has followed the same pattern and may have ended.

"The most important adjustment cigarette smokers have made to the health scares has been to switch to filter cigarettes. Since the first health study on cigarettes in the 1950's, sales of filter cigarettes have risen from almost nothing to over 65 per cent of sales today.

Many people do stop smoking.



WONDERLAND CENTER
Plymouth at Middlebelt
GA 7-1600

15400 Grand River
YE 5-4200

Please phone for appointment

LAST 10 DAYS!

SAVE UP TO 50%

ONCE-A-YEAR PHOTOGRAPH STUDIO SALE

everything reduced!



PHOTOGRAPHS
of you and your family
Regularly 8.00 to 20.00
NOW 3.95 to 8.95

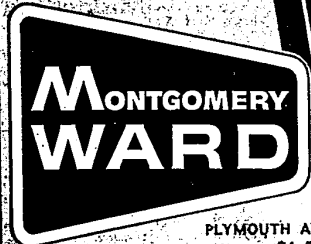


COPIES OF OLD PICTURES
Oil Paintings, Miniatures
Regularly 6.00 to 80.00
NOW 3.95 to 39.95



SAVE ON FINE FRAMES
REG. 5.95 to 12.50
NOW 2.95 to 4.95

Photograph Studio 2nd Floor



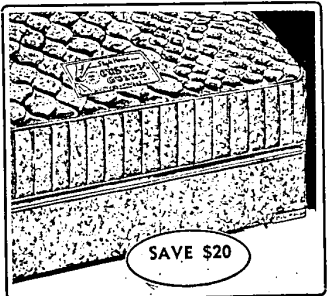
WARDS WONDERLAND WEEK-END WONDERS

SPECIALY-SELECTED ITEMS FOR WEEK-END SELLING ONLY! HURRY! QUANTITIES ARE LIMITED!

4 BIG DAYS!
★ THURSDAY
★ FRIDAY
★ SATURDAY
★ SUNDAY

OPEN TO A.M.
TO 9 P.M. DAILY
SAT., 9:30 TO 9
SUN. NOON TO 5

PLYMOUTH AT MIDDLEBELT
GA 7-1600



1032-coil or foam Latex mattress
MATTRESS OR BOX SPRING

Choose 6" foam mattress or 1032-coil innerspring at this low, low price. Twin or full. Matching box spring \$59.50

59⁵⁰ ea.
REG. 79.50

SAVE \$20



Save! roomy 9x12 sideroomer tent

9x12 ft. exterior frame tent sleeps 5 in comfort. Has sewn-in floor, fiberglass windows, and plenty of room to stow that gear!

59⁸⁸
REG. 84.50

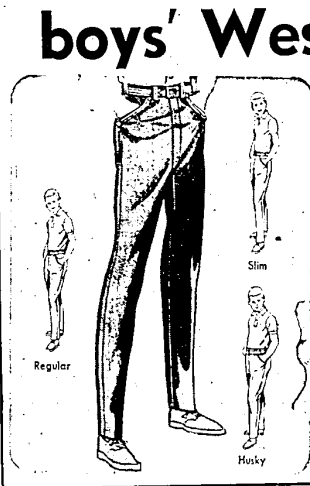


signature 30-inch deluxe gas range

• Oven door and cooktop remove for easy cleaning
• "Easy-see" full glass backguard with light
• 4 hour clock-timer

\$169
REG. \$199

ELECTRIC RANGE \$179



boys' Western jeans

Rugged denim pants at WWW savings

3 PRS. \$5

• SLIM 6-16 REGULAR 6-10 HUSKY 8-16

Guarantee: if seams rip or tear, return it to Wards for a new pair... free! Heaviest-weight 13½-oz. cotton denims, reinforced at points of strain for longer life. Western-cut to fit snug, ride low. Proportioned: 6 to 18.



Men's machine-wash cotton flannel shirts
EXTRA LONG SHIRT TAIL!

Machine-washable in "warm" water. Long tail stays tucked in. Lined collar, S-M-L-XL.

1⁴⁹
REG. 1.99



canvas prints

New sportswear cotton canvas... small dark prints! Machine-wash, dry! Crease resistant. 36" width.

74^c YD.
REG. 99c YD.



entire stock! ladies' winter coats! save!

1/2 OFF

- CAR COATS
- FUR-TRIMMED
- UN-TRIMMED

Entire collection of winter coats at 1/2 regular price! Choose popular styles like this Suzy Wong suede with lynx collar.
Reg. 79.99 now \$40



Misses' corduroy or wool pants! Save!

1/2 OFF

- Formerly 3.99 to 10.99
- Tailored & Hipster Styles

Wool and wool-blended pants in a good assortment of colors, styles. Sizes 8-18! Save 1/2!

JUST SAY "CHARGE IT!"



WONDERLAND CENTER—LIVONIA
Beauty Salon 2nd Floor Phone 476-1600

CARYL RICHARDS

PERM SALE!

Famous name permanents reduced for a limited time. Call for your appointment now!

Reg. 12.50 Permalite Lorette
PERMANENT 7³³

Reg. 15.00 Permalite Bouquet
PERMANENT 8⁸⁸

Bath perms include haircut, shampoo & set.
Prices Slightly Higher For Tinted Hair

MON., TUES., WED. ONLY
Styled Haircut ... 1.50

Regular \$10 Caryl Richards
FOUNDATION PERM. 12⁹⁵